

## Curriculum Vitae

**Michael A. Kozlov**

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Would be interested in the responsible position in the areas of strategic planning, business/strategy development, sales or marketing with the developing company.

Objective: business development for the corporate prosperity.

Birthday: August 9, 1971

Residence: Moscow, Russia

Marital status: married.

### KEY QUALIFICATIONS

Specialist in start-up management, administration and business development, including strategic planning and operations performance improvement. Since 1992 was responsible for development of corporate strategy, administration, support, sales and marketing, strategic analysis and re-organisation.

Developed sales channels including dealers' networks, OEMs and large accounts. Worked closely with customers including Canon, GazFund, Gazprombank, Hewlett-Packard, OKI, Pension Fund RF/Moscow, Rossib Pharmacy, Seiko Epson, SR-DRAGA, Tax Ministry Bashkortostan, Xerox. Interacted with customer decision makers to identify strategic opportunities and provided guidance in scoping and pricing solution-based engagements.

Participated in development of number of sales and products marketing and promotional activities for one of major Russian software vendor and multinational PC, HW, SW and Communications companies including HP, IBM, Intel, OKI, Seiko Epson. Managed a number of marketing researches for specific HW components on behalf of leading multinational IT company.

Managed improvement and strengthening of business functions and development of business procedures for American management consulting company.

Founder and project manager for "Development Business / Ru" ([www.DevBusiness.ru](http://www.DevBusiness.ru)) project, which mission is to provide the learning content, technologies, tools and solutions for corporations in the fields of knowledge management and e-training (distant learning via internet) systems implementation for the personnel's continues professional learning and business development.

### Key Skills

Strong Russian IT/Consulting business understanding. Strategic thinking. Have the vision to define value creation propositions. Sound Knowledge of sales and marketing including experience of closing big deals. Experience in selling software as well as consulting services. Written and verbal communication skills both in Russian and English. Presentation skills, negotiations to the clients, managerial accounting, leadership and team working skills. Ability to work independently and as a team member, analytical thinking, relationship development, resource management, process management. Responsive, customers oriented.

## JOB EXPERIENCE

January 2000 – Present

**DevBusiness.Ru, Moscow, Russia** (knowledge management, e-trainings, business development and business knowledge dissemination project: [www.DevBusiness.ru](http://www.DevBusiness.ru))

*Founder & Project Manager*

Project's mission is to provide the learning content, technologies, tools and solutions for the corporations in the fields of knowledge management and e-training (distant learning via internet) systems implementation for the personnel's continues professional learning and business development.

Primary Functions:

- Business idea implementation.
- Business development, marketing, sales and projects management.
- Site's content design and implementation, site maintenance, support and promotion.

April 1999 – Present

**CARANA Corporation, Moscow Office, Russia** (management consulting and training; [www.carana.ru](http://www.carana.ru))

*Business Development Director*

Primary Functions:

- Providing assistance to the Office's Director in the corporate strategy transition for the Russian market.
- Re-organisation and improvement of the business functions and development of business procedures in the areas of administration, marketing, sales, training, projects, knowledge and quality management. Development and implementing of management reporting procedures and forms of documents.
- Development and supporting of business contacts with existing as well as searching for a new customers.

March 1993 – December 1998:

**Cognitive Technologies Ltd., Moscow, Russia** (software development and projects integration; [www.cognitive.ru](http://www.cognitive.ru))

*Sales Director*

Primary Functions:

- Sales:
  - Sales channels development: direct, dealers network (more than 200 dealers involved) and OEMs (agreements signed with Hewlett-Packard, Canon, Seiko Epson, Xerox, OKI and others).

- Projects Integration business and sales development. Negotiations to the prospects; needs assessment; EOIs, proposals and TORs development; contracts signing; control for the projects implementation and customers' satisfaction. Among largest customers: GazFund, Gazprombank, Pension Fund RF/Moscow, SR-DRAGA, Tax Ministry Bashkortostan.
- Strategic Development:
  - Company's strategy and business development. Has predicted the fundamental changes into Russian software market infrastructure (decline of sales for off-the-shelf products). Has insisted and managed transitions of the corporate strategy from the "off-the-shelf" SW development to IT Projects Integration.
  - Strategic market planning, including entry and export strategies, market segmentation, market share quantification, competitor analysis, customers relationship, and positioning. Development and participation in implementation of the following marketing projects:
    - "Projects Integration" – development of the new line of company's business: contracted software development and IT projects integration in the areas of document and knowledge management, high-volume automated data processing, financial systems and others.
    - "Corporate Electronic Archive" – electronic documents and image documents archives. Joint projects developed in co-operation with Cognitive/IBM and Cognitive/Hewlett-Packard/LVS/Oracle.
    - "Cognitive Solution Providers". Delivering of additional services to the Euphrates document management system end-users through a network of certificated regional direct partners and educational centres.
    - "The Intellectual Enterprise" - an international forum for enterprise management technologies vendors and users.
- Other duties:
  - Contracting, sales planning (budgeting), sales promotion, analysis of the market trends, development and realisation of the joint marketing programs with business partners (Hewlett-Packard, IBM, Intel, LVS, Oracle etc.) personnel management, pricing development for company's products and project services, business planning etc.

#### Key Achievements:

- Profitable and sustainable business developed.
- Since its establishment in 1993 Cognitive Technologies Ltd. has been many times recognised among the top Russian software vendors (Dator 95/96/97 etc.).

November 1992 - March 1993: AOZT "Bastion", Moscow.

*Chief Manager*

#### Primary Functions:

- Start-up management.
- Optical Character Recognition (OCR) software sales. TIGER OCR brand development.
- Co-founding of Cognitive Technologies Ltd. Company.

February 1991 - November 1992: VNIISI RSA (now Institute for System Analysis of Russian Science Academy), Artificial Intelligence Laboratory, Moscow

*Programmer*

Primary Functions:

- Programming of distributed databases access.
- Programming languages: C.

## EDUCATION & TRAININGS

May 24, 2001

USAID Russia Training for Development seminar by Academy for Educational Development: Planning and Implementation of USAID Training Programs

April 10-21, 2000

Management training courses "The art of making management decisions" by CARANA Corporation:

- Introducing to International Accounting Standards (IAS)
- Cost management
- Budgeting
- Operational management and logistics

1992-1995: Russian State University for the Humanities, Moscow. [www.rsuh.ru](http://www.rsuh.ru)

- Faculty: "Management" (daytime).
- Speciality: "Management support via document management".
- Specialisation: "Entrepreneurship".

Diploma with honour: "Enterprise document management based on Lotus Notes technologies".

1988-1992: Moscow Institute of Aviation Technology named after Tziolkovsky (now is "*MATI*" - *Tziolkovsky Russian State Technological University*). [www.mati.ru](http://www.mati.ru)

- Faculty: Aviation Mechanics (daytime).
- Speciality: Aircraft construction.

In 1992 have been transferring at Russian State University for the Humanities, Moscow.

## HOBBIES & INTERESTS:

Books, cinema, modern music, soccer.

## REFERENCES:

Is sociable and flexible. Able to work as manager in team purposefully and on result.

Languages: Russian (native) English (fluent) French (basic). Good PC

knowledge. Good practical knowledge of the Russian computer, consulting and business training markets. Preparation and performing of public presentations. Negotiating. Experience in preparation of Contracts with the Customers, Subcontractors and International manufacturers. Have Russian travelling passport and driving B license.

In 1995 have been nominated in Dator's Top 100 (Russian computer industry professionals' survey). In 1997 – in Dator's Top 200 and International Computer Club's (Moscow) TopPROFI.

Have the following publications:

1. "Runet resources for the business development". TechBusiness magazine, #6/2000 (<http://www.techbusiness.ru/tb/archiv/number6/page19.htm>)
2. "Improving document management". M.: 1997, 124 p. Issued by Cognitive Technologies Ltd. ([http://www.e-trainings.ru/startup/docman/improved\\_dm.htm](http://www.e-trainings.ru/startup/docman/improved_dm.htm))
3. "Document management in specific environment (Russian national document management)" Electronic office, May/June 1997, p. 8-11. Issued by Vest A/O. ([http://www.e-trainings.ru/startup/docman/national\\_dm.htm](http://www.e-trainings.ru/startup/docman/national_dm.htm))
4. "Office-work automation as a new software industry in Russia" // ComputerPress, № 4/97, p. 83-86.
5. "OCR tools for standard forms processing" // ComputerPress, №2/95.
6. "Electronic office – entrance through OCR" // ComputerPress, № 6/94, p. 61-63.